GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:1943
ANSWERED ON:29.11.2007
REVENUE FROM ADVERTISEMENTS
Chavda Shri Harisinh Pratapsinh;Singh Deo Smt. Sangeeta Kumari

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Railways are earning revenue from advertisements;

(b) if so, the zone-wise details thereof during the last three years;

(c) whether the Railways have explored the potential for generating income through advertisements;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS (SHRI R. VELU)

(a): Yes, Sir.

(b): A statement is attached.

(c) to (e): Policy guidelines have been issued to the Zonal Railways for generating revenues through commercial advertisements by utilizing various assets of railways i.e. station premises, trains, approaches to the major stations and other suitable areas. Exploring potential for additional revenue generation through advertisements is a continuous process and various new ideas/schemes are tried for maximising the earning through this source.

STATEMENT REFERRED TO IN REPLY TO PART (b) OF UNSTARRED QUESTION NO. 1943 BY SHRIMATI SANGEETA KUMARI SINGH DEO AND SHRI HARISINH CHAVDA TO BE ANSWERED IN LOK SABHA ON 29.11.2007 REGARDING REVENUE FROM ADVERTISEMENTS.

(b)
(Rs. in thousands)

The revenue earned from Advertisement on Railways (Zone-wise) during the last 3 years (2004-05, 2005-06 & 2006-07)

	2004-05	2005-06	2006-07
Central Railway	55844	130301	237165
Eastern Railway	25216	35888	53052
East Central Railway	5992	4589	4338
East Coast Railway	6792	6960	9012
Northern Railway	96562	104483	53769
North Central Railway	4644	3528	15869
North Eastern Railway	5716	7757	8732
Northeast Frontier Railway	1032	4072	12647
North Western Railway	16514	21924	28649
Southern Railway	32367	61760	124054
South Central Railway	16220	27240	32658
South Eastern Railway	6892	9144	11997
South East Central Railway	12131	4515	4257
South Western Railway	16523	26622	29342
Western Railway	144778	256622	262019
West Central Railway	4217	9395	12911
Metro Railway, Kolkata	50662	66052	104538
Total	502102	780852	1005009